AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (Currently Amended) A method of providing a position-matched information service, comprising:

searching a database of information for content corresponding to a particular business, a particular building or a particular public place of a current location of a mobile terminal determined by location tracking when information content is requested ~~by~~ from the mobile terminal; and

transmitting the searched content to the mobile terminal, the transmitted content including conversation multimedia relevant to the particular business, the particular building or the particular public place of the current location of the mobile terminal,

wherein the location tracking comprises:

receiving an inherent number given to a base transceiver station controlling the mobile terminal and a tracking location of the mobile terminal, the tracking location being carried out on a continuous basis from a network;

matching the received inherent number of the base transceiver station with a previously stored electronic map of a service area of the base transceiver station; and

determining the particular business, the particular building or the particular public place coinciding with the tracking location of the mobile terminal on the electronic map as a site

2

of the mobile terminal, and wherein transmitting the searched content to the mobile terminal includes:

transmitting a menu ~~listing~~ to the mobile terminal, the menu providing a list of a plurality of situations corresponding to the determined particular business, the determined particular building or the determined particular public place;

displaying the menu ~~listing~~ and the list of the plurality of situations on the mobile terminal; and

transmitting, when a specific one of the situations is selected from the displayed menu and the displayed list of the plurality of situations on the mobile terminal, at least one conversation multimedia phrase to the mobile terminal, the at least one conversation multimedia phrase corresponding to the selected specific one of the situations from the displayed menu and the displayed list.

2.   (Original) The method of claim 1, wherein the information content comprises multimedia information content.

3.   (Original) The method of claim 2, wherein the multimedia information comprises at least one of video, audio and text data.

4. (Previously Presented) The method of claim 2, wherein the multimedia information content comprises at least one of a series of conversational phrases appropriate to the current location of the mobile terminal.

5-9. (Canceled)

10. (Currently Amended) A method of providing a position-matched information service, comprising:

tracking a location of a specific mobile terminal;

registering a final location of the mobile terminal;

searching a specific multimedia data stored in a memory that corresponds to the registered final location when the mobile terminal requests a multimedia service at the registered final location; and

transmitting the multimedia data to the mobile terminal, the transmitted multimedia data including a plurality of English conversation multimedia phrases relating to a plurality of conversations at one of a business or a building corresponding to the registered final location of the tracked specific mobile terminal, wherein the plurality of English conversation multimedia phrases transmitted to the mobile terminal comprise a plurality of phrases to be used at the one of the business or the building corresponding to the registered final location of the tracked specific mobile terminal,

wherein tracking the location comprises:

4

receiving an inherent number given to a base transceiver station controlling

the mobile terminal and a tracking location of the mobile terminal, the tracking location being

carried out on a continuous basis from a network;

matching the received inherent number of the base transceiver station with

a previously stored electronic map of a service area of the base transceiver station; and

determining the one of the business or the building coinciding with the

tracking location of the mobile terminal on the electronic map as the site of the mobile terminal.

11-12. (Canceled)

13.   (Previously Presented) The method of claim 10, wherein searching the specific

multimedia data comprises:

determining the one of the business or the building in accordance with the

registered final location of the mobile terminal; and

searching multimedia data corresponding to the determined one of the business or

the building among a plurality of stored multimedia data, so as to provide data corresponding to

the determined one of the business or the building.

14.   (Canceled)

15.   (Previously Presented) The method of claim 13, wherein the multimedia data comprises English language phrases appropriate to the determined one of the business or the building.

16.   (Previously Presented) The method of claim 13, wherein the multimedia data comprises packet data having video data representing virtual situations for each of a plurality of sites, audio data representing conversations pertaining to the virtual situations, and text data expressing a text transcription of conversation contents of the audio data.

17.   (Original) The method of claim 16, wherein the audio data is presented in a first language and the text data is presented in a second language.

18.   (Currently Amended) A method of providing a position-matched English conversation service, comprising:

storing a plurality of English language conversational phrases as multimedia data corresponding to a plurality of situations of a plurality of specific locations;

determining a specific location of a mobile terminal in accordance with a location tracking procedure when ~~the mobile terminal requests~~ an English conversation service_is requested from the mobile terminal;

determining which one of the plurality of specific locations corresponds to the specific location of the mobile terminal;

6

storing an electronic map of a service area for each base transceiver station

servicing the mobile terminal; and

transmitting a plurality of English language conversation multimedia phrases to

the mobile terminal, the plurality of English language conversation multimedia phrases

~~corresponding to~~ including a plurality of conversations relevant to the specific location of the

mobile terminal,

wherein the location tracking procedure comprises:

receiving an inherent number given to a base transceiver station controlling

the mobile terminal and a tracking location of the mobile terminal through carrying out on a

continuous basis from a network;

matching the received inherent number of the base transceiver station with

a corresponding previously stored electronic map of the service area of the base transceiver

station; and

determining the specific location coinciding with the tracking location of

the mobile terminal on the electronic map as the site of the mobile terminal, wherein

transmitting the plurality of English language conversation multimedia phrases to the mobile

terminal comprises:

transmitting a menu ~~listing~~ and a list to the mobile terminal and

displaying the list, the displayed list of the plurality of situations corresponding to the determined

specific location, and

transmitting to the mobile terminal, when a specific one of the situations is selected from the ~~menu~~ displayed list on the mobile terminal, the English language conversation multimedia phrase corresponding to the selected specific one of the situations from the ~~menu~~ displayed list on the mobile terminal.

19.   (Canceled)

20.   (Currently Amended) The method of claim 18, wherein when the menu is displayed on the mobile terminal[[,]] and a menu item for a desired situation is selected by a user, a video and a conversation audio reproducing the selected menu item are played, and a transcription of the audio is displayed as text on the mobile terminal.

21-22. (Canceled)

23.   (Currently Amended) A method of providing a position-matched English conversation service, comprising:

storing a plurality of English conversation multimedia phrases relating to a plurality of conversations relevant to a restaurant;

determining a present location of a mobile terminal when an English conversation service is requested from the mobile terminal; and

transmitting a selected one of the plurality of the restaurant related English conversation multimedia phrases to the mobile terminal when it is determined that the present location of the mobile terminal is a restaurant, wherein the stored restaurant related English conversation multimedia phrases are classified into include a plurality of first situation multimedia data for ordering meals, a plurality of second situation multimedia data for dining at the restaurant, and a plurality of third situation multimedia data for paying a bill at the restaurant, and wherein one of the first, second, and third situation multimedia data selected from the mobile terminal is transmitted to the mobile terminal.

24.   (Previously Presented) The method of claim 23, wherein the first, second, and third situation multimedia data are transmitted to the mobile terminal in a single data stream.

25.   (Previously Presented) The method of claim 23, wherein when one of the first, second, and third situation multimedia data is selected, video data and conversation audio data reproducing the selected situation multimedia data is played on the mobile terminal.

26.   (Previously Presented) The method of claim 25, wherein conversation contents of the audio are outputted to the mobile terminal by English language audio and as text characters transcribing the audio.

27. (Previously Presented) The method of claim 26, wherein the text characters transcribing the audio is outputted in the English language.

28. (Canceled)

29. (Previously Presented) The method of claim 23, wherein when one of the first, second, and third situation multimedia data is selected, video data and conversation audio data reproducing the selected situation multimedia data are played, and wherein the conversational audio contents is simultaneously outputted to the mobile terminal as English language audio and a transcription of the audio.

30. (Original) The method of claim 29, wherein the transcription is provided as text characters in the English language.

31-40. (Canceled)

41. (Previously Presented) The method of claim 1, wherein determining the particular business, the particular building or the particular public place comprises determining that the mobile terminal is located within a restaurant, and

wherein searching the database comprises searching for information corresponding to the restaurant the mobile terminal is located within.

42. (Previously Presented) The method of claim 10, wherein determining the one of the business or the building comprises determining that the mobile terminal is located within a restaurant, and

wherein searching the specific multimedia data comprises searching for information corresponding to the restaurant the mobile terminal is located within.

43. (Previously Presented) The method of claim 18, wherein determining the specific location comprises determining that the mobile terminal is located within a restaurant, and

wherein transmitting the English language conversation multimedia phrase comprises transmitting information corresponding to the restaurant the mobile terminal is located within.

44. (Canceled)

45. (New) The method of claim 10, wherein the plurality of English conversation multimedia phrases are classified into a first situation multimedia data for ordering meals, a second situation multimedia data for dining at a restaurant, and a third situation multimedia data for paying a bill at a restaurant.

46.   (New) The method of claim 18, wherein the plurality of English conversation multimedia phrases are classified into a first situation multimedia data for ordering meals, a second situation multimedia data for dining at a restaurant, and a third situation multimedia data for paying a bill at a restaurant.